

Amendments to and Listing of the Claims:

Please amend claims 102, 104, 108, 111, 113, 115, 117, 120, 122 and 124, and add new claims 126-143 as follows:

1-101. (canceled)

102. (currently amended) In a video network, a computer-implemented method of determining the number of people in a household, the method comprising:

- (a) monitoring viewer interactions with a multimedia device;
- (b) processing the viewer interactions to ~~determine~~obtain viewer interaction data corresponding to the viewer interactions;
- (c) applying one or more heuristic rules to at least a subset of the viewer interaction data, wherein the heuristic rules relate at least one aspect of the viewer interaction data to the number of people in the household~~assign one or more viewer characteristics based on the viewer interaction data;~~ and
- (d) inferring the number of people in the household from the viewer interaction data based on the one or more assigned viewer characteristics application of the heuristic rules, wherein the number of people in the household is not directly observable from the viewer interaction data.

103. (previously presented) The method of claim 102, wherein the heuristic rules are probabilistic in nature.

104. (currently amended) The method of claim 102, wherein the heuristic rules assign probabilities of different numbers of people in the household based on a viewer ~~characteristic being associated with a portion of the viewer interaction data.~~

105. (previously presented) The method of claim 102, wherein said monitoring includes monitoring at least some subset of channel changes, volume changes, record commands, and time of viewer interaction.

106. (previously presented) The method of claim 102, wherein step (b) includes evaluating channel change commands and associated viewing times to determine the viewer interaction data.

107. (previously presented) The method of claim 102, wherein the viewer interaction data includes at least some subset of

viewing time per channel, category, and network;

channel changes per time period;

average volume per time period, channel, category, and network; and

dwell time per channel, category, and network.

108. (currently amended) In a video network, a computer-implemented method of determining the number of people in a household, the method comprising:

(a) monitoring viewer interactions with a multimedia device, the viewer interactions occurring during one or more interaction sessions;

(b) processing the viewer interactions to ~~determine~~obtain viewer interaction data;

(c) applying one or more heuristic rules to at least a subset of the viewer interaction data, wherein the heuristic rules assign a viewer characteristic to for each interaction session based on the viewer interaction data, wherein the heuristic rules relate at least one aspect of the viewer interaction data to the number of people in the household; and

(d) inferring the number of people in the household from the viewer interaction data for each interaction session based on the assigned viewer characteristics application of the heuristic rules, wherein the number of people in the household is not directly observable from the viewer interaction data.

109. (previously presented) The method of claim 108, wherein said step (b) includes processing the viewer interactions for an interaction session to generate session interaction data for each interaction session.

110. (previously presented) The method of claim 108, wherein step (b) includes processing the viewer interactions for multiple interaction sessions to generate average interaction data for the multiple interaction sessions.

111. (currently amended) The method of claim 110, wherein the heuristic rules are ~~also applied to the average interaction data to assign the viewer characteristics.~~

112. (previously presented) The method of claim 108, wherein the heuristic rules are probabilistic in nature.

113. (currently amended) The method of claim 108, wherein the heuristic rules assign probabilities of different numbers of people in the household based on an interaction session being associated with a portion of the viewer interaction data.

114. (previously presented) The method of claim 108, wherein said monitoring includes monitoring at least some subset of channel changes, volume changes, record commands, and time of viewer interaction.

115. (currently amended) The method of claim 108, wherein step (e_b) includes evaluating channel change commands and associated viewing times to group the viewer interaction data.

116. (previously presented) The method of claim 108, wherein the viewer interaction data includes at least some subset of

viewing time per channel, category, and network;

channel changes per time period;

average volume per time period, channel, category, and network; and

dwell time per channel, category, and network.

117. (currently amended) In a video network, a computer-implemented method of determining the number of people in a household, the method comprising:

(a) monitoring viewer interactions with a multimedia device, the viewer interactions occurring during one or more viewing periods;

(b) processing the viewer interactions to ~~determine~~obtain viewer interaction data;

(c) applying one or more heuristic rules to the viewer interaction data, ~~wherein the heuristic rules assign a viewer characteristic to~~ for each viewing period, wherein the heuristic rules relate at least one aspect of the viewer interaction data to the number of people in the household ~~based on the viewer interaction data;~~ and

(d) inferring the number of people in the household from the viewer interaction data based on the assigned viewer characteristics ~~application of the heuristic rules,~~ wherein the number of people in the household is not directly observable from the viewer interaction data.

118. (previously presented) The method of claim 117, wherein said step (b) includes processing the viewer interactions for a viewing period to generate period interaction data for each viewing period.

119. (previously presented) The method of claim 117, wherein step (b) includes processing the viewer interactions for multiple viewing periods to generate average interaction data for the multiple viewing periods.

120. (currently amended) The method of claim 119, wherein the heuristic rules are also applied to the average interaction data to assign the viewer characteristics.

121. (previously presented) The method of claim 117, wherein the heuristic rules are probabilistic in nature.

122. (currently amended) The method of claim 117, wherein the heuristic rules assign probabilities of different numbers of people in the household based on a viewing period being associated with a portion of the viewer interaction data.

123. (previously presented) The method of claim 117, wherein said monitoring includes monitoring at least some subset of channel changes, volume changes, record commands, and time of viewer interaction.

124. (currently amended) The method of claim 117, wherein step (e_b) includes evaluating channel change commands and associated viewing times to group the viewer interaction data.

125. (previously presented) The method of claim 117, wherein the viewer interaction data includes at least some subset of

viewing time per channel, category, and network;

channel changes per time period;

average volume per time period, channel, category, and network; and

dwelt time per channel, category, and network.

126. (new) The method of claim 102, wherein the number of people in the household cannot be directly obtained through statistical analysis of the viewer interaction data.

127. (new) The method of claim 102, wherein the number of people in the household is not derivable directly from the viewer interaction data.

128. (new) The method of claim 102, wherein the heuristic rules are predefined.

129. (new) The method of claim 102, wherein the heuristic rules remain unchanged at least during steps (c) and (d).

130. (new) The method of claim 102, wherein the heuristic rules create an inferential link between the viewer interaction data and the number of people in the household.

131. (new) The method of claim 102, wherein the heuristic rules provide a predictive value that the household has the number of people inferred in step (d).

132. (new) The method of claim 108, wherein the number of people in the household cannot be directly obtained through statistical analysis of the viewer interaction data.

133. (new) The method of claim 108, wherein the number of people in the household is not derivable directly from the viewer interaction data.

134. (new) The method of claim 108, wherein the heuristic rules are predefined.

135. (new) The method of claim 108, wherein the heuristic rules remain unchanged at least during steps (c) and (d).

136. (new) The method of claim 108, wherein the heuristic rules create an inferential link between the viewer interaction data and the number of people in the household.

137. (new) The method of claim 108, wherein the heuristic rules provide a predictive value that the household has the number of people inferred in step (d).

138. (new) The method of claim 117, wherein the number of people in the household cannot be directly obtained through statistical analysis of the viewer interaction data.

139. (new) The method of claim 117, wherein the number of people in the household is not derivable directly from the viewer interaction data.

140. (new) The method of claim 117, wherein the heuristic rules are predefined.
141. (new) The method of claim 117, wherein the heuristic rules remain unchanged at least during steps (c) and (d).
142. (new) The method of claim 117, wherein the heuristic rules create an inferential link between the viewer interaction data and the number of people in the household.
143. (new) The method of claim 117, wherein the heuristic rules provide a predictive value that the household has the number of people inferred in step (d).